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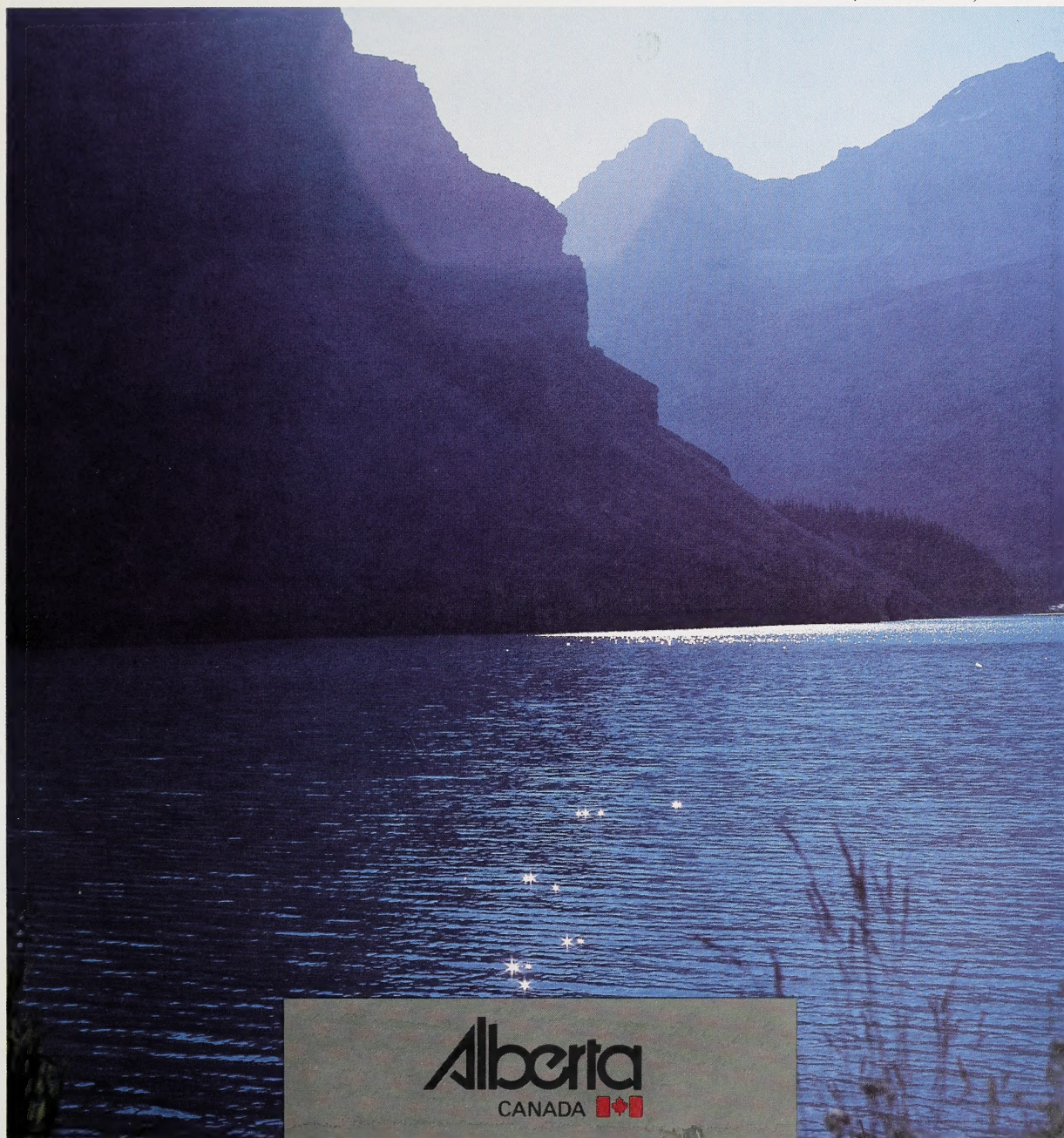
ALBERTA

SUMMER 1988

N • E • W • S

VOL. 1 NO. 1

The spectacular Rocky Mountains



Alberta
CANADA 

CALGARY



A game of golf in the heart of the city

The successful staging of the XV Winter Olympic Games, according to William D. Walton, Manager of International Relations for the Calgary Economic Development

Authority, has had one very immediate, rewarding and tangible benefit... **recognition!** For a man who spends a cumulative total of eight months a year outside of Canada,

whose business card collection is monumental evidence of the people and places he has seen, not having to "explain" where he is from has suddenly made his job much easier. "There is a new and welcome receptiveness," says Walton, "a recognition that Alberta is not just the frozen north and Calgary is not just cowboys!"

For many businesses one of the most important factors influencing success or failure is location. A quick glance through the materials produced by the Calgary Economic Development Authority would suggest that the best reasons for establishing a business in The City of Calgary are **LOCATION, LOCATION and LOCATION!!!** Considering the source, you may be thinking, who would be surprised? Be assured,

though, there are a few facts which could lead even the casual observer to this conclusion!

Calgary is the acknowledged **energy** capital of Canada with a concentration of expertise which has been recognized worldwide. As Canada's third largest head office city, Calgary has also developed as an important financial and decision-making centre. While the **manufacturing** sector has historically focused on the production of goods and materials for the agricultural and oil and gas industries, activity is expanding in food and beverage production, fabricated metal products, printing and publishing, and electrical and electronic products. **Research and development** facilities and advanced technology

We are pleased to introduce the first edition of our quarterly information newsletter. Each **ALBERTA NEWS** will contain a variety of items intended to focus attention on communities, industrial sectors and investment opportunities in Alberta. This edition will feature **The City of Calgary**.

If you have any comments or suggestions for content in future editions, or if you would like additional copies of this publication, please contact:

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Alberta
CAREER DEVELOPMENT
AND EMPLOYMENT
Immigration and Settlement

companies contribute to the fact that Calgary has the highest concentration among Canadian cities of employees in science, engineering and mathematics. Calgary has a population with an average age of 24 years, and the highest disposable income per capita of any city in Canada. Business and industry benefit from excellent **transportation** links to national and international markets. These links also benefit the many visitors who come to enjoy the spectacular natural beauty, historic sights and recreational activities in and around the city.

The future for The City of Calgary is bright. A

stabilized oil industry has become much more efficient. Choice industrial and commercial space is available, and moderate property prices offer timely investment opportunities.

In the immediate future, development plans will focus on **food processing**, the **film industry**, **high technology** and **textile manufacturing**. Perhaps the most important factor which makes Calgary an excellent location for business is the **entrepreneurial, free enterprise spirit** which seems to be evident in the way this city approaches every new challenge or adventure!

WATER BOTTLING COMPANY EXPANDS MARKETS



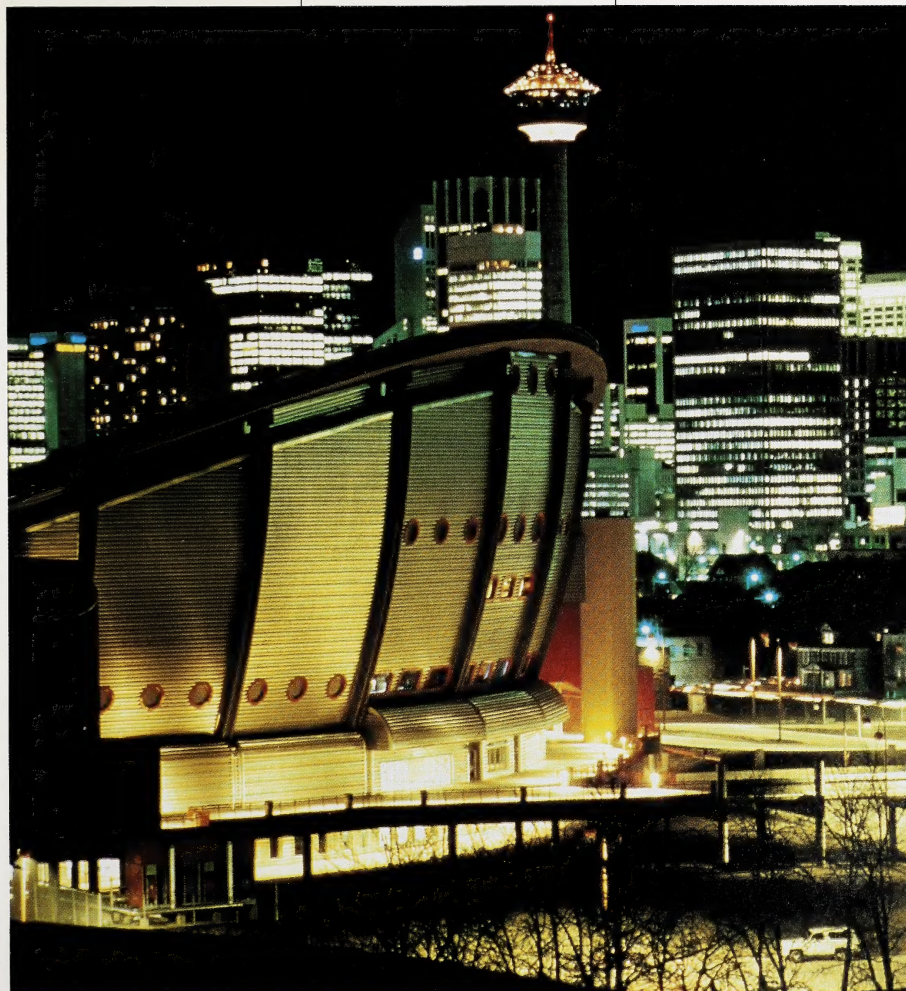
Sun Mountain Bottling Inc., a two-year-old Calgary-based company that supplies still and carbonated fresh spring water as well as offering custom bottling services, is busy tapping off-shore markets as well as expanding its North American markets.

Founder Wayne Johnson, who also founded Mister

Soft Drink, has recently signed a contract with the largest food wholesaler in the United States to provide a private label of bottled water for them. He also made arrangements to supply private labels to suppliers in Hong Kong and Taiwan. Johnson is currently negotiating a similar deal with a firm in Japan.

In Canada, Sun Mountain supplies bottled water to over 1,000 retail outlets across Western Canada. It also produces private labels for two major Canadian bottled water suppliers. During its two years of operation, sales of Sun Mountain bottled water have tripled. Johnson estimates that 1½ to 2 million cases of bottled water will have been produced in their Calgary plant by the end of this year.

(Reprinted from "Onward", Calgary Economic Development Authority, February 1988, Vol. 18 No. 1)



The Saddledome hosted Winter Olympics hockey and figure skating competitions

More specific information about economic opportunities in The City of Calgary may be obtained by contacting:

Calgary Economic
Development Authority
401 Burns Building
237 - 8 Avenue S.E.
P.O. Box 2100 Stn. M
Calgary, Alberta
T2P 2M5
Telephone:
(403) 268-2771
Telex: 038 27873
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(403) 268-1946

MICROCHIP DESIGN CENTRE OPENS DOORS



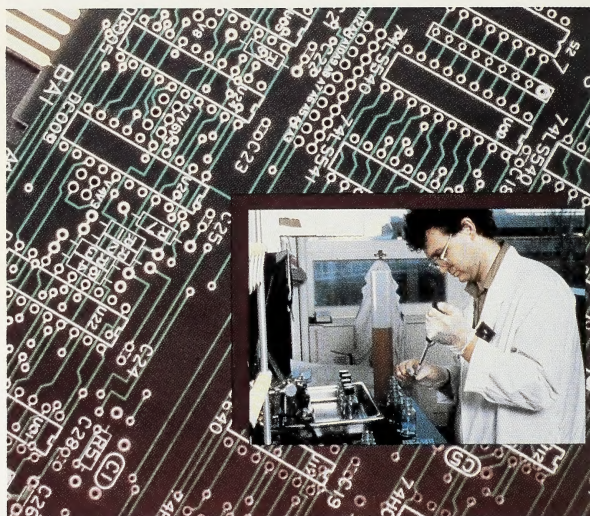
The Alberta Microelectronic Centre's (AMC) Calgary Design and Engineering Application facility was recently opened.

Established in 1982 at the University of Alberta and later expanded to the University of Calgary, AMC assists Alberta's growing electronics industry with the design and manufacturing of leading edge products which can be marketed worldwide. In 1985, the Alberta Government committed \$13 million over three years towards the development of the

Centre to establish focal points for industry, students and researchers working to develop state-of-the-art technologies.

The Calgary Design Centre is designing and prototyping custom microchips for industry and research projects. The Centre employs a business manager and two engineers as well as nearly 200 employees including programmers, technicians and graduate students.

(Reprinted from "Onward", Calgary Economic Development Authority, February 1988, Vol. 18 No. 1)



Competing with the best in computer technology

SOCCER CENTRE



With over 20,000 soccer players in the city and the Metro Ford Kickers as reigning Canadian Soccer League champions, Calgary is fast becoming the soccer haven in Alberta.

Recognizing the increasing popularity of soccer in the city, the Calgary Soccer Federation recently announced plans to construct the "finest indoor soccer facility in North America".

The Calgary Soccer Centre will have three indoor and four outdoor playing fields to be used by Calgary amateur groups, communities and schools. Besides soccer, it will be used for lacrosse, field hockey, football and rugby.

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Interest in soccer is growing



Skiing in the Rocky Mountains

CHINESE CULTURAL CENTRE TO BE BUILT

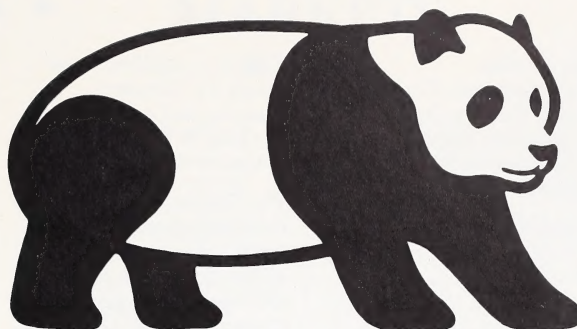


Construction on the \$9 million Chinese Cultural Centre is scheduled to begin in 1989. The four-storey, 6,929 square metre building styled after the Temple of Heaven will feature a museum, retail and office space, a library, seniors' lounge, classrooms, martial arts studios, a gym and craft areas.

The Centre will be constructed on the 31,920 square metre site donated by Canadian Superior Oil (Mobil Oil), Eau Claire Estates Ltd. and The City of Calgary.

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PANDA MAGIC



The arrival of two very special visitors from China created quite a stir, proving what youngsters have known for a long time... pandas are absolutely lovable! Presented to The City of Calgary as part of the Olympic festivities, the guests will continue to capture attention and hearts until early September.

When the pandas leave, visitors will have to be content with more traditional attractions, including others parts of The Calgary Zoo and Prehistoric Park, Spruce Meadows International Equestrian events, the Calgary Exhibition and Stampede, Heritage Park, The Planetarium and Space Science Centre, and The Glenbow Museum.

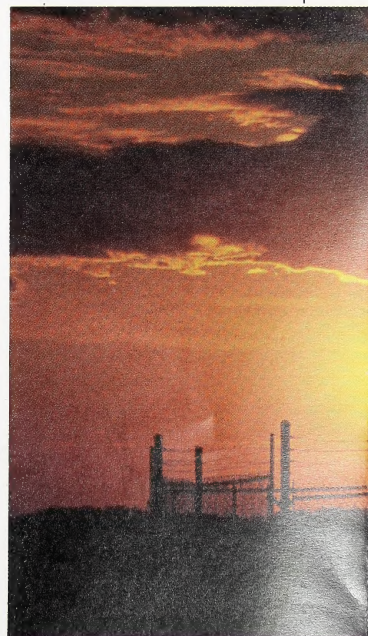
Calgary is located only a short drive from year-round recreational activities in the spectacular Canadian Rocky Mountains. Northeast of the city, the Tyrrell Museum of Palaeontology in Drumheller is home for the world's largest collection of dinosaurs, and features splendid exhibitions and hands-on displays.

Visitors to Calgary will enjoy a wide variety of restaurants and night

spots, extensive shopping, first class hotels and warm western hospitality!

For more information about tourism, or convention and trade show venues in The City of Calgary, contact:

The Calgary Tourist and Convention Bureau
2nd Floor, Burns Bldg.
237 - 8 Avenue S.E.
Calgary, Alberta
T2G 0K8
Telephone:
(403) 263-8510
Telex: 03-821612



Alberta is Canada's major oil producing p

BUSINESS IMMIGRATION



The Business Immigration Program has enabled many business men and women to choose Alberta as their preferred place to live and invest. Business expertise and investment capital have been attracted to the province, and the program has enabled approved applicants and their eligible dependents to obtain permanent resident status in Canada.

Increased knowledge helps to ensure that the immigration process will not be a mystery! Prospective business immigrants are invited to visit Alberta to assess the viability of their proposed business venture and to see for themselves the many advantages which Alberta offers. With advance notice of such a visit, we will be pleased to meet with visitors and arrange an itinerary of meetings with appropriate business contacts.

Visitors to Calgary who wish to discuss business immigration may contact:

Mr. Tony Pugh
Immigration and Settlement
Alberta Career Development and Employment
3rd Floor
1015 Centre Street N.W.
Calgary, Alberta
T2E 2P8
Telephone:
(403) 297-6247
Telex: 038-27700

Enquirers in Southeast Asia who wish to obtain information about Alberta and the Business Immigration Program may contact:

Mr. Jack C. Lee
Government of Alberta
Rooms 1003-4, Tower II
Admiralty Centre
18 Harcourt Road
Central, Hong Kong
Telephone: 5-284729
Telex: 802-61961 +
Facsimile: 5-298115

General enquiries and questions concerning the administration of the **Business Immigration Program** in the Province of Alberta should be directed to:

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Director
Immigration and Settlement
Alberta Career Development and Employment
14th Floor, Park Square
10001 Bellamy Hill
Edmonton, Alberta
T5J 3W5
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(403) 427-0537
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(403) 422-0126

A TALE OF TWO CITIES



The cities of Calgary and Edmonton have long been the subject of comparison. Separated by only 176 miles (294 kilometers), it might seem reasonable for similarities to exceed differences. Alberta's two major cities shared in the province's colourful history and evolved to become modern, thriving centres. In the process, however, each city developed its own distinctive personality!

In our next edition, we will feature The City of Edmonton and discover the reasons behind its designation as "The City of Champions".



ALBERTA IN THE WORLD

Distances between Alberta and major cities of the world (in kilometres)

